R J Reynolds Tobacco Company

Mark Young
New York Metro

May 12, 1997

To: George Moulton
Frank Perez
Art Groll
Jim Mallardi
Nick Kuruc
Lanny Wolfe
Audrey Evanchik
(DM's as info if you have Direct Account Responsibility)

Subject: Winston NO BULL Introduction
(Priority placed on the 5 Winston Box Styles .... excluding Select)

Dear Managers,

Everyone should now be familiar with the complete plan for the Winston "No Bull" Introduction. As outlined in the book, the majority of the Share gain for Winston in the test market came from the Box styles (FF, Light and Ultra).

As the DM's outline the Winston Introduction to their Division's in the break-out meetings this week in Atlantic City, a high priority will be placed on working the complete family of Box styles in all possible stores as the introduction begins. On the flip-side, these Box brand styles have to be in the direct accounts. Enclosed is a list of all Region Tobacco & Candy Distributors and a chart showing distribution on the 5 Winston Box brand styles. This list is based on accounts ordering at least one case in 1997.

As everyone begins explaining the Winston program to these direct accounts, let them know that we will be working the Box styles "extremely hard" on the street. If the D/A doesn't carry the complete assortment of Box styles, sell to complete the distribution when the new product is available (as outlined in the Winston No Bull fact book).

Sincerely,
Mark Young

cc: McHugh / O'Rourke

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Source: https://www.industrydocuments.ucsf.edu/docs/gyvp0000

Winston / If ordered this Year

		85 Box	Light Box	Lt. 100 Box	Ultra Box	U. 100 Box
Belco Sales	NJ	X				
Halsey-Myrtle	NJ	X	X	X	X	X
Empire Tobacco	NY	X	X	X	X	X
General Trading	NJ	X	X			
Glikin Brothers	NJ	X	X	X	X	X
Irvington Tobacco	NJ	X	X	X		
King Vending	NJ	X	X	X	X	
E. Kleiner	NJ	X	X	X		
Pine Lesser Tobacco	NJ	X	X	X	X	X
Portugese United	NJ	X	X			
North Jersey Tobacco	NJ	X	X	X	X	X
A. Trenk Tobacco	NJ	X	X			
United Tobacco (Ct)	CT.	X	X	X	X	
Coclin Tobacco	CT.	X	X	X	X	
Park City Tobacco	CT.	X	X			
Atlantic Tobacco	CT.	X	X	X		
Stan-Lou Tobacco	NY.	X	X	X	X	X
United Tobacco (NJ)	NJ.	X	X	X	X	
Westchester Candy	NY.	X	X	X	X	
City Line Tobacco	NY.	X	X	X	X	X
M. Pennisi Tobacco	NY.	X	X	X	X	X
Harold Levinson A.	NY.	X	X	X	X	X
J. Stommel and Co.	NY.	X	X	X	X	X
Amsterdam Tobacco	NY.	X	X	X		
Mandel Tobacco	NY.	X	X	X	X	
Boro Park	NY.	X	X	X	X	X
Borough Hall	NY.	X	X	X	X	
Morris Brown	NY.	X	X			
Globe Wholesale	NY.	X	X	X	X	X
A.E. Mancini	NY.	X				
Sunrise Candy	NY.	X	X	X		
John Bricks	NJ.	X	X			
C.A. Burke	NJ.	X	X	X	X	X
CIC Corp.	NJ.	X				
Eisler & Company	NJ.	X	X	X	X	X
Fernandez Dist.	NJ.	X	X			

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Direct Accounts that have ordered YTD (excludes Membership / Military).

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		Winston				
		85 Box	Light Box	Lt. 100 Box	Ultra Box	U. 100 Box
CSD	NJ.	X	X	X		X
Monteverdi Inc.	NJ.	X	X	X	X	
Paterson Tobacco	NJ.	X	X	X	X	
Bernstein & Co.	NJ.	X	X	X	X	X
Richmond Wholesale	NY.	X	X	X	X	
So.Beach Nov.	NY.	X	X	X		
Star Tobacco	NJ.	X	X	X		
Thomson Okum Tob.	NJ.	X	X	X		
Andy's Tobacco	NY.	X	X	X	X	X
Center Candy	NY.	X	X	X	X	X
Koger Co.	NY.	X	X	X		
T&R Tobacco	NY.	X	X	X		
S/A Cigarette Co.	NY.	X				
Queens Tobacco	NY.	X	X	X	X	
Duane Reade Drugs	NY.	X				
Gutlove & Shirvint	NY.	X	X	X		
Tiger Tobacco	NY.	X	X	X	X	

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Direct Accounts that have ordered YTD (excludes Membership / Military).

Source: https://www.industrydocuments.ucsf.edu/docs/gyvp0000